

FACSIMILE COVER SHEET

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From: Leonard P. Linardakis, Esq.

Date: August 12, 2009

Number of Pages Including Cover: 23

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.); and
- 3) Amendment (20 pgs.).

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Appl. No.: 10/749,110

Applicants: Chad LESTER, et al.

Filed: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

TC/A.U.: 2446

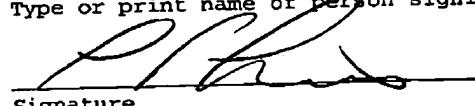
Examiner: Willow W. Noonan

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RECEIVED 002/023
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL
FORM

(to be used for all correspondence after initial filing)

		Application Number	10/749,110
		Filing Date	December 29, 2003
		First Named Inventor	Chad LESTER
		Group Art Unit	2446
		Examiner Name	Willow W. Noonan
Total Number of Pages in This Submission		Attorney Docket Number	Google-33/APP (GP-086-00-US)

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

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or
Individual name *Leonard P. Linardakis* (Reg. No. 60,441)Signature *PLR*

Date August 12, 2009

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003/023

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FEE TRANSMITTAL
for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 0.00)

Complete if Known

Application Number	10/749,110
Filing Date	December 29, 2003
First Named Inventor	Chad LESTER
Examiner Name	Willow W. Noorian
Art Unit	2446
Attorney Docket No.	Google-33/APP (GP-086-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
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Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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Credit any overpayments submitted herewith

Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 130	2251 65	Extension for reply within first month	
1252 490	2252 245	Extension for reply within second month	
1253 1,110	2253 555	Extension for reply within third month	
1254 1,730	2254 865	Extension for reply within fourth month	
1255 2,350	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 540	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 540	2452 270	Petition to revive - unavocable	
1453 1,620	2453 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or reissue)	
1502 880	2502 430	Design issue fee	
1503 1,190	2503 595	Plant issue fee	
		Petitions to the Commissioner - check fee sheet	
		1807 50	Processing fee under 37 CFR 1.17(c)
		1808 180	Submission of Information Disclosure Stmt
		8021 40	Recording each patent assignment per property (times number of properties)
		1809 810	Filing a submission after final rejection (37 CFR 1.129(a))
		1810 810	For each additional invention to be examined (37 CFR 1.129(b))
		1801 810	Request for Continued Examination (RCE)
		1802 900	Request for expedited examination of a design application

SUBTOTAL (1) (\$ 0.00)

Large Entity	Small Entity	Fee from below		Fee Paid
		Extra Claims	Fee (\$)	
Total Claims	26	- 42** =	0	X 52.00 = 0.00
Independent Claims	4	- 4** =	0	X 220.00 = 0.00
Multiple Dependent				

SUBTOTAL (2) (\$ 0.00)

** or number previously paid, if greater. For Reissues, see above

Other fee (specify) * Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$ 0.00)

(Complete if applicable)

SUBMITTED BY	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Name (Print/Type)				Date	August 12, 2009
Signature	<i>John C. Pokotylo</i>				

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.